



WPTV

ORDER

Print Date 10/25/12

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Flight Dates **10/25/12-10/30/12**

Contract / Revision **315746 /**

Original Date / Revision
10/24/12 10/24/12

Advertiser **West / Republican / Congress**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Product

Allen West for Congress

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **Order # 91 ADD**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 40% Market Value 108250

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	60%	64950
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	22	\$15,108.75	\$17,775.00	0.00
November 2012	23	\$21,696.25	\$25,525.00	0.00
Totals	45	\$36,805.00	\$43,300.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	22	\$15,108.75	\$17,775.00
10/29/12	10/30/12	23	\$21,696.25	\$25,525.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/25/12	10/30/12	M-F 5-6a M-F 5-6a	CM	5-6a	11-11--	:30	4	\$500.00	FX	0.00 NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	11-11--				4		\$500.00		0.00		
N 2	WPTV	10/25/12	10/30/12	M-F 6-7a M-F 6-7a	CM	6-7a	11-11--	:30	4	\$1,200.00	FX	0.00 NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	11-11--				4		\$1,200.00		0.00		
N 3	WPTV	10/25/12	10/30/12		CM	11a-12p	11-11--	:30	4	\$425.00	FX	0.00 NM	4	\$1,700.00



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Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress** Estimate # **Order # 91 ADD**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 11-12n											
				M-F 11-12n											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	11-11--	4		\$425.00		0.00						
N 4	WPTV	10/25/12	10/30/12	M-F 12p NEWS	CM	12-1p	11-11--	:30	4	\$500.00	FX	0.00	NM	4	\$2,000.00
				M-F 12n-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	11-11--	4		\$500.00		0.00						
N 5	WPTV	10/25/12	10/30/12	M-F 4p-5p	CM	4-5p	11-11--	:30	4	\$725.00	FX	0.00	NM	4	\$2,900.00
				M-F 4p-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	11-11--	4		\$725.00		0.00						
N 6	WPTV	10/25/12	10/30/12	M-F 730-8p	CM	730-8p	11-11--	:30	4	\$950.00	FX	0.00	NM	4	\$3,800.00
				M-F 730-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	11-11--	4		\$950.00		0.00						
N 7	WPTV	10/25/12	10/30/12	Friday Prime B	CM	9-10p	----1--	:30	1	\$1,450.00	FX	0.00	NM	1	\$1,450.00
				GRIMM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	----1--	1		\$1,450.00		0.00						
N 8	WPTV	10/25/12	10/30/12	Sa 11-1130P	CM	11-1130p	-----S-	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
				Sa 11-1130p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	-----S-	1		\$1,400.00		0.00						
N 9	WPTV	10/25/12	10/30/12	M-F 11-1135p	CM	11-1135p	11-----	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
				M-F 11-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	11-----	2		\$1,400.00		0.00						
N 10	WPTV	10/25/12	10/30/12	Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$1,350.00	FX	0.00	NM	1	\$1,350.00
				Sa 1130p-1a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	-----S-	1		\$1,350.00		0.00						
N 11	WPTV	10/25/12	10/30/12	M-F 1135p-1235a	CM	1135p-1235a	21-11--	:30	5	\$575.00	FX	0.00	NM	5	\$2,875.00
				M-F 1135p-1235a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	21-11--	5		\$575.00		0.00						
N 12	WPTV	10/25/12	10/30/12	M-F 5-530p	CM	5-530p	-1-----	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
				M-F 5-530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	-1-----	1		\$1,600.00		0.00						
N 13	WPTV	10/25/12	10/30/12	M-F 530-6p	CM	530-6p	11-----	:30	2	\$1,600.00	FX	0.00	NM	2	\$3,200.00
				M-F 530-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	11-----	2		\$1,600.00		0.00						
N 14	WPTV	10/25/12	10/30/12	M-F 6-630p	CM	6-630p	11-----	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
				M-F 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	11-----	2		\$1,800.00		0.00						
N 15	WPTV	10/25/12	10/30/12	Friday Prime A	CM	8-9p	----1--	:30	1	\$1,450.00	FX	0.00	NM	1	\$1,450.00
				go on/guys..kids											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress** Estimate # **Order # 91 ADD**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WPTV	10/25/12	10/30/12	Friday Prime A go on/guys..kids	CM	8-9p	----1--	:30	1	\$1,450.00	FX	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	----1--	1				\$1,450.00		0.00				
N16	WPTV	10/25/12	10/30/12	Tuesday Prime B the voice	CM	9-10p	-T-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	-T-----	1				\$4,000.00		0.00				
N17	WPTV	10/25/12	10/30/12	Su 12-1215x 5 Sports Su 12-1215x 5 Sports	CM	12x-1215x	-----S	:30	1	\$725.00	FX	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	-----S	1				\$725.00		0.00				
N18	WPTV	10/25/12	10/30/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	1	\$425.00	FX	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	-----S	1				\$425.00		0.00				
N19	WPTV	10/25/12	10/30/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	-----S	1				\$500.00		0.00				
N20	WPTV	10/25/12	10/30/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$725.00	FX	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	-----S-	1				\$725.00		0.00				
Totals														45	\$43,300.00